3623D

S/N 09/604,503

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:

John E. Montague

Examiner: Eric T. Shaffer.

Serial No.:

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itle:

METHODS AND SYSTEMS FOR OPTIMIZING A CAMPAIGN

DEC 0 3 2004

AMENDMENT AND RESPONSE UNDER 37 CFR § 1.111

MS Amendment Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

This responds to the Office Action mailed on August 26, 2004. Please amend the aboveidentified patent application as follows.

This response is accompanied by a Petition, as well as the appropriate fee, to obtain a one-month extension of the period for responding to the Office Action, thereby moving the deadline for response from November 26, 2004 to December 26, 2004.